That Which is Claimed:

1. An antiperspirant product, comprising

(a) an oil-in water microemulsion including an oil phase and a water phase and being substantially free of alcohol, said microemulsion gel further comprising:

one or more oil-in-water emulsifiers selected from the group consisting of polyethoxylated oil-in-water emulsifiers, polypropoxylated oil-in-water emulsifiers and polyethoxylated and polypropoxylated oil-in-water emulsifiers, wherein said microemulsion has a total emulsifier content of less than 20% by weight, based on the total weight of the microemulsion, and

one or more antiperspirants, having a total content of 5 to 40% by weight, based on the total weight of the microemulsion,

wherein said microemulsion is prepared by bringing a mixture comprising the water phase, the oil phase, and the one or more oil-in-water emulsifiers to a temperature within or above the phase-inversion temperature range, and subsequently cooling it to room temperature,

wherein the droplets of the discontinuous oil phase are joined together by one or more crosslinkers, said crosslinkers having at least one hydrophilic region which has an extension which is suitable for bridging the distance between the microemulsion droplets and at least one hydrophobic region which is able to enter into hydrophobic interaction with the microemulsion droplets, and

(b) a pump atomizer, comprising:

a container, and

an atomizer pump comprising a riser tube, a cylindrical chamber which is placed under pressure by depressing a piston, a pump valve which closes the cylindrical chamber and opens under a pressure of at least 0.7 mPa, and two or more turbulence channels radiating to a nozzle opening, said channels causing a flowing liquid to rotate relative to a flow axis.

2. The antiperspirant product as claimed in claim 1, wherein the microemulsion is alcohol-free.

3. The antiperspirant product as claimed in claim 1, wherein the microemulsion is transparent or translucent.

4. The antiperspirant product as claimed in claim 1, wherein the microemulsion has an antiperspirant content of 7 to 25% by weight.

5. The antiperspirant product as claimed in claim 1, wherein the microemulsion further comprises one or more of auxiliaries, additives and active ingredients.

6. The antiperspirant product as claimed in claim 1, wherein the oil phase has a droplet size of less than 100 nm.

7. The antiperspirant product as claimed in claim 1, wherein the one or more antiperspirants includes acidic salts.

8. The antiperspirant product as claimed in claim 7, wherein the acidic salts are selected from the group consisting of acidic aluminum salts and acidic aluminum/zirconium salts.

9. The antiperspirant product as claimed in claim 8, wherein and the total amount of the acidic aluminum and aluminum/zirconium salts is at least 5% by weight, based on the total weight of the microemulsion.

10. The antiperspirant product as claimed in claim 1, wherein the total amount of polyethoxylated oil-in-water emulsifiers is from 0.1 to 8% by weight, based on the total weight of the microemulsion.

11. The antiperspirant product as claimed in claim 1, wherein the total amount of polyethoxylated oil-in-water emulsifiers is from 0.5 to 6.5% by weight, based on the total weight of the microemulsion.

12. The antiperspirant product as claimed in claim 1, wherein the total amount of polyethoxylated oil-in-water emulsifiers is from 1 to 5% by weight, based on the total weight of the microemulsion.

13. The antiperspirant product as claimed in claim 1, wherein the total amount of polypropoxylated oil-in-water emulsifiers is from 0.1 to 8% by weight, based on the total weight of the microemulsion.

14. The antiperspirant product as claimed in claim 1, wherein the total amount of polypropoxylated oil-in-water emulsifiers is from 0.5 to 6.5% by weight, based on the total weight of the microemulsion.

15. The antiperspirant product as claimed in claim 1, wherein the total amount of polypropoxylated oil-in-water emulsifiers is from 1 to 5% by weight, based on the total weight of the microemulsion.

16. The antiperspirant product as claimed in claim 1, wherein the total amount of the polyethoxylated and polypropoxylated oil-in-water emulsifiers is from 0.1 to 8% by weight, based on the total weight of the microemulsion.

17. The antiperspirant product as claimed in claim 1, wherein the total amount of the polyethoxylated and polypropoxylated oil-in-water emulsifiers is from 0.5 to 6.5% by weight, based on the total weight of the microemulsion.

18. The antiperspirant product as claimed in claim 1, wherein the total amount of the polyethoxylated and polypropoxylated oil-in-water emulsifiers is from 1 to 5% by weight, based on the total weight of the microemulsion.

19. The antiperspirant product as claimed in claim 1, wherein the microemulsion further comprises one or more water-in-oil emulsifiers.

20. The antiperspirant product as claimed in claim 19, wherein the total amount of water-in-oil emulsifiers is from 0.1 to 5% by weight, based on the total weight of the microemulsion.

21. The antiperspirant product as claimed in claim 19, wherein the total amount of water-in-oil emulsifiers is from 0.5 to 3.5% by weight, based on the total weight of the microemulsion.

22. The antiperspirant product as claimed in claim 19, wherein the total amount of water-in-oil emulsifiers is from 1 to 2.5% by weight, based on the total weight of the microemulsion.

23. The antiperspirant product as claimed in claim 1, wherein the total amount of crosslinkers is from 0.01 to 10% by weight, based on the total weight of the microemulsion.

24. The antiperspirant product as claimed in claim 1, wherein the total amount of crosslinkers is from 0.05 to 5% by weight, based on the total weight of the microemulsion.

25. The antiperspirant product as claimed in claim 1, wherein the total amount of crosslinkers is from 0.1 to 1% by weight, based on the total weight of the microemulsion.